

**SYNTACTIC ANALYSIS ON NOUN PHRASE IN ENGLISH GOODS
ADVERTISEMENTS ALONG JALAN SLAMET RIYADI SURAKARTA**



RESEARCH PAPER

**Submitted as a Partial Fulfillment of the Requirements
for Getting Bachelor Degree of Education
in English Department**

by

SITI KOMARIAH

A320 090 186

**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2013

APPROVAL

**SYNTACTIC ANALYSIS ON NOUN PHRASE IN ENGLISH GOODS
ADVERTISEMENTS ALONG JALAN SLAMET RIYADI SURAKARTA**

RESEARCH PAPER

by

SITI KOMARIAH

A320 090 186

Approved to be Examined by Consultant

First Consultant



Dra. M. Laila, M.Hum.

Second Consultant



Dra. Dwi Haryanti, M. Hum.

ACCEPTANCE

**SYNTACTIC ANALYSIS ON NOUN PHRASE IN ENGLISH GOODS
ADVERTISEMENTS ALONG JALAN SLAMET RIYADI SURAKARTA**

RESEARH PAPER

by

SITI KOMARIAH

A320 090 186

Accepted and Approved by Board Examiner

School of Teacher Training and Education

Muhammadiyah University of Surakarta

on February 28th, 2013

Team of Examiners:

1. **Dra. Malikatul Laila, M.Hum.**

(Chair Person)

2. **Dra. Dwi Haryanti, M.Hum.**

(Secretary)

3. **Drs. Djoko Srijono, M.Hum.**

(Member)

()
()
()



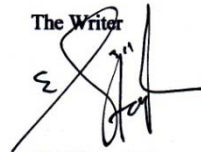
TESTIMONY

Herewith, the writer testifies that there are no plagiarisms of previous literary work in this research paper which have been raised to obtain bachelor degree of university, nor there are opinions or masterpieces have been written or published by other researches, except those in which the writing was referred in the manuscript and mentioned in bibliography.

If it is proven later that there are some untrue statements in this testimony hence, she will be fully responsible for it.

Surakarta, February 21st 2013

The Writer



Siti Komariah

A 320 090 186

MOTTO

Tidak ada jalan buntu bagi orang yang terus mencari jalan keluar.

(Mario Teguh)

Orang tua adalah malaikat tak bersayap bagi anak-anaknya.

(The Writer)

DEDICATION

The writer dedicates this research paper to:

- Her beloved mom and dad who never stop loving and supporting her,
- Her big family,
- Her friends, and
- Her lecturers.

ACKNOWLEDGMENT



Assalamu'alaikum Wr. Wb.

Praise belongs to Allah most compassionate and also to our Great Messenger Muhammad SAW who is always hoped his intercession in the end of the world. It is because His blessing and guidance that makes the writer finally completes her research paper, entitled “*Syntactic Analysis on Noun Phrase in English Goods Advertisements along Jalan Slamet Riyadi Surakarta*”.

The writer has been indebted to many persons in writing this research paper, so that she would like to express her deepest gratitude and appreciation. Any help, motivation, suggestion, information even critic is highly require to complete the research paper so that be a qualified research paper. In this occasion, the writer gives her deepest gratitude to persons who help directly or indirectly to finish this research paper. Thankful to:

1. Drs. H. Sofyan Anif, M.Si. as the Dean of Teacher Training and Education of Muhammadiyah University of Surakarta,
2. Titis Setyabudi, S.Si. as the head of English Department for the agreement of finishing this research paper,

3. Dra. M. Laila, M.Hum. as my first consultant, whose give guidance during the writing process of the research paper were manifested in so many ways that the writer can never forget no matter how much the writer tries,
4. Dra. Dwi Haryanti, M.Hum. as my second consultant, her help and guidance during the writing of the research paper,
5. Drs. Djoko Srijono, M.Hum. as my examiner who has given research correction and advice in accomplishing this research paper,
6. All the lecturers in English Department in Muhammadiyah University of Surakarta for their sharing, help, and knowledge during the writer study there,
7. Her beloved parents for uncounted love and their support both of material and spiritual giving to her. Hopefully it can be a good beginning for her to make them glad and proud,
8. Her brother and sister for their advices, support and assistance that very helpful for her,
9. All of her classmates in class D (big team of Gendhis Theatre) of 2009 academic year, thanks for the happiness, brotherhood and teamwork during our study that she wouldn't forget as long as her life,
10. Her best friends for your support and wonderful friendship Febri, Rani (gendud), Thatha, Ery, Ida, Eva, Tika, and Ncip,
11. Her friends in An Nur boarding house (mba Tika, Wijes, Ayu, Habib) thanks for being her second family, to be glad for having fun with them and thankful for their unforgotten moments during their togetherness,
12. Someone who becomes her strength and her weakness, thanks for his support and standing by her side throughing the days,
13. K 4650 PN (de' Pegi) her beloved motorcycle which always accompany her to take the data of this research and help her for stepping forward,
14. Her partner, beloved netbook which always help her as long as her study, and
15. All of people which give any contributions in finishing this research paper.

The writer realizes that this research paper is far from being perfect. Therefore, suggestions and criticism are welcome and accepted. She wishes that this research paper would be valuable for readers.

Wassalamu'alaikum Wr. Wb.

Surakarta, February 21st 2013

The Writer

Siti Komariah

SUMMARY

Siti Komariah. A 320 090 186. SYNTACTIC ANALYSIS ON NOUN PHRASE IN ENGLISH GOODS ADVERTISEMENTS ALONG JALAN SLAMET RIYADI SURAKARTA. Research Paper: School of Teacher Training and Education, Muhammadiyah University of Surakarta, 2013.

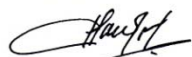
This research paper deals with syntactic analysis noun phrases used in English goods advertisement slogans along Jalan Slamet Riyadi Surakarta. The purpose of this research paper is to identify the constituents and the constituent functions of the noun phrases used in English goods advertisement slogans along Jalan Slamet Riyadi Surakarta. The type of this research is descriptive qualitative. The data source of this research is goods advertisement slogans along Jalan Slamet Riyadi Surakarta. The writer takes 23 data of noun phrases from slogans of English goods advertisements along Jalan Slamet Riyadi Surakarta.

The method of collecting data is analyzing documentation and the steps are; taking pictures, selecting, noting and coding the data of NPs of English goods advertisement slogans. The method of analyzing data is descriptive technique. The analysis of the data is by referring to the context of syntax by using X-bar theory by Andrew Radford (1988) then presenting phrase structure rules and phrase markers.

This study shows the construction of constituents and constituent function of noun phrases used in slogan of English goods advertisements along Jalan Slamet Riyadi Surakarta, those are: (1) $N' \rightarrow NP \text{ (adjunct)} + N'$, (2) $N' \rightarrow NP \text{ (complement)} + N$, (3) $N' \rightarrow AP \text{ (adjunct)} + N'$, (4) $N' \rightarrow N' + PP \text{ (adjunct)}$, (5) $N'' \rightarrow (D) + NP \text{ (adjunct)} + N'$, (6) $N'' \rightarrow (D) + AP \text{ (adjunct)} + N'$, (7) $N'' \rightarrow D + AP \text{ (adjunct)} + N'$, (8) $N'' \rightarrow D + N' + PP \text{ (adjunct)}$, (9) $N'' \rightarrow (D) + N' + PP \text{ (adjunct)}$, (10) $N'' \rightarrow (D) + N + PP \text{ (complement)}$, (11) $N'' \rightarrow D + N + PP \text{ (complement)}$, (12) $N'' \rightarrow (D) + NP \text{ (adjunct)} + AP \text{ (adjunct)} + N'$, (13) $N'' \rightarrow D + NP \text{ (adjunct)} + AP \text{ (adjunct)} + N'$.

Keywords: Syntax, noun phrase, constituent, complement, adjunct

Consultant I



Dra. M. Laila, M.Hum.
NIK: 409

Consultant II



Dra. Dwi Haryanti, M.Hum.
NIK: 477

Dean



TABLE OF CONTENT

	page
COVER	i
APPROVAL	ii
ACCEPTANCE	iii
TESTIMONY	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGMENT	vii
SUMMARY	x
TABLE OF CONTENT	xi
ABBREVIATIONS	xiv
TITLE	1
 CHAPTER I: INTRODUCTION	 1
A. Background of the Study.....	1
B. Previous Study	3
C. Limitation of the Study	5
D. Problem Statement	5
E. Objective of the Study	6
F. Benefit of the Study	6
G. Research Paper Organization.....	7
 CHAPTER II: UNDERLYING THEORY	 8
A. Syntax	8
1. Notion of Syntax.....	8
2. Syntactic Constructions	9
a. Sentence	9
b. Clause.....	10
c. Phrase	10
1) Noun Phrases	11

2) Verb Phrases	11
3) Adjectival Phrases.....	12
4) Prepositional Phrases	13
5) Adverbial Phrases	13
a)) Adverbial of Time	13
b)) Adverbial of Place	14
c)) Adverbial of Manner	14
B. Phrase Structure	15
1. Category	15
a. Word Level Category.....	16
b. Immediate Level Categories (Small Phrase)	16
c. Phrasal Level Category (Full Phrase)	16
2. Constituent	17
C. X-Bar Theory	18
D. Phrase Structure Rules	19
E. Noun Phrase	21
F. Function of the Constituent.....	22
1. Complement	22
2. Adjunct	23
G. Testing of Differences between Complements and Adjuncts..	23
1. Paraphrase	24
2. Phrase Structure Rules for Noun Phrase	25
3. Transitive Verb	26
H. Advertisement.....	28
I. The Parts (component) of Advertisement.....	28
CHAPTER III: RESEARCH METHOD	30
A. Type of the Research	30
B. Object of the Research	30
C. Source of the Data.....	30
D. Method of Collecting Data.....	31
E. Techniques for Analyzing Data	31

CHAPTER IV: DATA ANALYSIS AND DISCUSSION	33
A. Data Analysis	33
B. Discussion	57
CHAPTER V: CONCLUSION AND SUGGESTION	65
A. Conclusion	65
B. Suggestion	66
BIBLIOGRAPHY	67
APPENDIX: Data Source	

ABBREVIATIONS

A : Adjunct

AP : Adjective Phrase

C : Complement

D : Determiner

N'/ SNP: Small Noun Phrase

N''/ FNP: Full Noun Phrase

NP : Noun Phrase

PP : Prepositional Phrase